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AMENDMENTS TO THE SPECIFICATION

Please amend Paragraph [00020] in the Specification as filed to state:

[00020] The apparatus is made of a substantially stiff lower clamp assembly (2) and a substantially stiff upper clamp assembly (3). The stiff lower clamp assembly (2) has an inner arm (10) and an outer arm (20). The substantially stiff upper clamp assembly (3) has an inner arm (26) and an outer arm (28) with a soft outer cover (30) and inner spring (32).

Please amend Paragraph [00025] in the Specification as filed to state:

[00025] The substantially stiff upper clamp has an inner arm (26) integrally connected to, but separated from, an upper arm (28) by enough space for a cap hat band (36) to intercede. With reference to both FIG 1 and FIG 2, the inner arm (26) has a head side (25) and an ~~inside hat band side~~ inner planar surface (27) and is substantially parallel to the ~~outside support~~ inner supporting arm (28) in a spaced apart relationship to attach removably to the crown.

Please amend Paragraph [00026] in the Specification as filed to state:

[00026] The ~~inside hat band surface~~ inner planar surface (27) can have serrated teeth (24) or other friction gripping mechanism either partially or entirely along the surface. The outside support arm also has a soft cover (30) and may or may not have a flexible spring (32) for gripping an external article. The upper clamp assembly (3) can be made from a variety of materials including metal, coated metal, rigid plastic, polyurethane and combinations thereof. The outside support arm cover (30) can be made of soft rubber, plastic, foam, metal, coated metal or combinations thereof.

Please amend Paragraph [00027] in the Specification as filed to state:

[00027] Indicia usable on the cover can be various forms of advertising such as a corporate name, a corporate logo, corporate colors, battery operated miniature ~~blinking~~ lights, 100 and battery operated miniature fiber optic displays 102 that

are programmable to show a corporate name, and other similar designs that indicate the source of a service or good. Another type of indicia is artistic representations, such as artwork that is distinctive to a particular artist, such as Wyland whale paintings.

Please amend Paragraph [00029] in the Specification as filed to state:

[00029] The soft outer clamp ~~arm~~ (30) is secured to the spring (32), which is secured to a base (50) and extending away from the base (52) for additionally holding the article (29). The soft outer clamp (30) is made of a material that allows printing of various types of indicia or to which various types of indicia may be attached for advertising or promoting business. Examples of indicia are advertising by using trademarks, identifying marks, ornamental structure, designs, patterns, artistic representations and combinations thereof. The soft outer clamp (30) can also include a clear material, wherein the inner supporting arm (28) includes similar indicia.

Please amend Paragraph [00032] in the Specification as filed to state:

[00032] In the most preferred embodiment, the inner planar surface (27) of the inner arms (10 and 26) of both clamp assemblies have a lower female connector (42) that engages an upper male mechanical connector (44). The upper male mechanical connector (44) is attached to the outer arms (20 and 28) of both clamp assemblies. The lower female connector (42) and the upper male connector (44) together comprise a rigid mechanical connection (40) that holds the outer and inner arms of the clamp assemblies together. The apparatus also contemplates that this connection can be a hinge to allow more flexible movement between the upper and lower clamps and between the inner and outer arms of the upper clamp. The planar surfaces of the upper and lower half of the clamp can be held together by either a rigid or flexible mechanical connection. In the rigid connection, the upper planar surface fits snugly into the lower planar surface forming an interference type fit (44 into 42). Alternatively, the upper planar surface can be secured to the lower planar surface by gluing, ultrasonic welding, or by using mechanical connections, such as screwing or riveting the surfaces together at the midpoint. In the flexible connection, the upper

and lower planar surfaces can be connected in a variety of manners. The upper and lower planar surfaces can be connected by a slightly less tight fit than in the rigid connection (44 into 42). The less tight fit allows for some tolerance between the parts, thereby allowing the arms to flex around joint. The upper and lower planar surfaces can have a flexible connection based on material selection. The upper and lower planar surfaces can be made of a flexible plastic that allows for "spring-like" movement of the arms relative to the mechanical connection. Alternatively, a spring can be added between the upper and lower planar surfaces, wherein each end of the spring connects the upper and lower planar surfaces, thereby forming a flexible mechanical connection.

Please amend Paragraph [00033] in the Specification as filed to state:

[00033] In the present apparatus, the upper clamp has a curvilinear shape. Most preferably, the curvilinear shape of the inner arm (26) is the shape of the contour of a head and the curvilinear shape of the outer arm (28) with the outer cover (30) attached is the shape of the contour of the hat. [[.]]

Please amend Paragraph [00034] in the Specification as filed to state:

[00034] The outer arm (20) at the base (52) of the lower clamp assembly (2) can include indicia and marking such as advertising using trademarks, identifying marks, ornamental structure, designs, patterns, artistic representations and combinations thereof. Alternatively, the soft outer clamp can also include similar type of indicia. The soft outer clamp can also include the clear material and the spring for indicia

Applicant believes no new matter has been added with these amendments.